

KIND WorldPride March Orientation and Messaging

Event: **Stonewall50 - WorldPride NYC**
Event Date: **Sunday, June 30th**
Call Time: **5pm- Meet at 31st Street between Madison & Park**
March Step-Off Time: **7pm** (march will last about 1-1.5 hours)
Group Name: **KIND Snacks**
Section Number: **9**
Order Number: **1**

Marcher Formation Block (Meeting Location): **31st Street Between Madison Ave and Park Ave**

KIND Team Member Group Leaders: Lorie (646.200.1529), Rafael (202.841.2120), Jacob Goodhart (201.675.9986), Stacey Davis (646.938.9275)

We are excited you will be marching with us on June 30th for WorldPride! We believe that kindness can change the world. With your help and participation, we will share complimentary Pride KIND bars with march-goers and supporters, making the world a little kinder one KIND snack at a time!

Snack and Give Back Program Overview

For the first time in our 15-year history, KIND will wear its heart on its wrapper by showcasing custom designs in support of communities that haven't received their fair share of kindness.

To mark the Snack & Give Back Project's first installment, we joined forces with the [Ali Forney Center](#) (AFC) to celebrate and support National Pride Month. Our best-selling Dark Chocolate Nuts & Sea Salt bars are dressed in these beautiful limited-edition wrappers, exclusively available on [kindsnacks.com](#), until the end of the month.

100% of the proceeds from KIND Pride will be donated to the AFC, an organization dedicated to protecting LGBT youths from the harms of homelessness and empowering them with the tools needed to live independently. We have supported AFC through financial and product donations over the past few years – and over 70 members of our team have volunteered time at their shelters during our annual Day of Service.

Through the Snack & Give Back Project, we're hoping to direct more kindness to deserving groups and, in the process, elevate values like kindness and empathy. Pride is just the beginning.

Uniform – You will be provided with a special edition KIND Pride t-shirt! Please pick up your shirts during the below timeframes ahead of the march day. Pick up will be at the KIND HQ1, front reception, **1372 Broadway, 3rd Floor, New York, NY 10018**. For the rest of your wardrobe, wear cozy, comfy bottoms and shoes, and spice it up with some fun Pride accessories!



KIIND Headquarters 1372 Broadway, 3rd Floor, NY NY 10018				
Mon	Tue	Wed	Thur	Fri
10am-4pm	10am – 4pm	10am – 4pm	10am – 4pm	9am – 1pm

Marcher Responsibilities:

- Arrive at your scheduled check-in time (5pm)
- Wear your KIND Pride t-shirt & comfy bottoms & shoes!
- Bring a water bottle – it’s gonna be hot!
- Check in with your Group Leader
- After checking in, a Group Leader will give you a KIND tote filled with Pride bars
- While marching, display a positive attitude and hand out KIND Pride bars to attendees with a KIND message (see below)
- Due to March rules, absolutely no throwing of items – the bars are to be handed out. Remember to distribute bars evenly throughout the March and to save bars for the March finish near Christopher Street, where the celebration is most vibrant!
- Keep moving with our group to avoid gaps
- While this is a spirited March, we expect no alcohol consumption; no bottom nudity, printed profanity or sexual acts (we’re KIND remember!)

Quick Pride Bar Sampling Message Points:

- **Enjoy this limited-edition KIND Pride bar to celebrate WorldPride!**
 - We are marching today to inspire kindness and empathy through our new **Snack and Give Back Project**.
 - These bars are sold exclusively on Kindsnacks.com with 100% of the proceeds going to Ali Forney Center.
 - KIND Pride bars are nutrient dense, gluten free and low in sugar!

Additional Pride and the Snack & Give Back Project Message Points:

- **We're here today to kick off our Snack and Give Back Project, a program to inspire kindness and empathy.**
 - These KIND Pride bars are sold exclusively on Kindsnacks.com with 100% of the proceeds going to Ali Forney Center, the nation's largest organization dedicated to homeless LGBTQ youth.
 - This is the first time we've have changed our packaging & we're thrilled to debut our Pride bar at WorldPride!
 - If you have any questions about KIND you can contact us on kindsnacks.com

Please take a moment to review the following information regarding important details of the WorldPride March .

Why is it a March and not a parade?

This year's Pride March is on **June 30th (Sunday)**. It is celebrated on the last Sunday of every June. The first Pride March was held in 1970 on the first anniversary of the Stonewall Riots. It was an unpermitted, explicitly political protest against anti-LGBT policies and attitudes. The commitment at Heritage of Pride is to continue recognizing their Pride event as a March until complete and full equality has been achieved for all LGBT people. This year is extra special because NYC is hosting WorldPride, the global March that is hosted by a different city every year.

Upon 5pm arrival at **31st Street between Madison & Park** (formation may move towards 33rd St), please make sure to check in with any of the Group Leaders (look for KIND signs or text/call a GL). If you do not have a KIND Pride t-shirt, let the Group Leaders know. Once you check in, you will follow GLs to grab a KIND tote filled with the KIND Pride bars. You will then be asked to wait in our designated formation area until our march time starts.

During the march, enjoy handing out our special edition bars to the spectators, with some key messaging points (mentioned above). Feel free to ask any Group Leader if you have any questions regarding key messaging. Continue to distribute bars along the march route. If you run out of KIND bars, please find a GL or KIND Field Team Member to assist you with replenishment. We have plenty to go around, but we also want to ensure everyone is able to enjoy or take home a KIND Pride bar so please give one bar per person.

There will be music and dancers within our formation, so feel free to jump in and enjoy the moment for this joyous occasion!



ROUTE MAP

PRIDE

MARCH JUNE 30, 2019



MARCHER'S CHECK-IN AND ROUTE MAP

Check-In : 31st Street between Madison & Park

Step Off : 26th Street and 5th Ave

Grandstand : General Worth Monument

Info Booth 2 : Madison Square Park Sidewalk

ADA Seating : St. Vincent's Triangle Park

Info Booth 3 : St. Vincent's Triangle Park

Dispersal Begins : 24th Street and 7th Ave

Total Length : 2.04 Miles

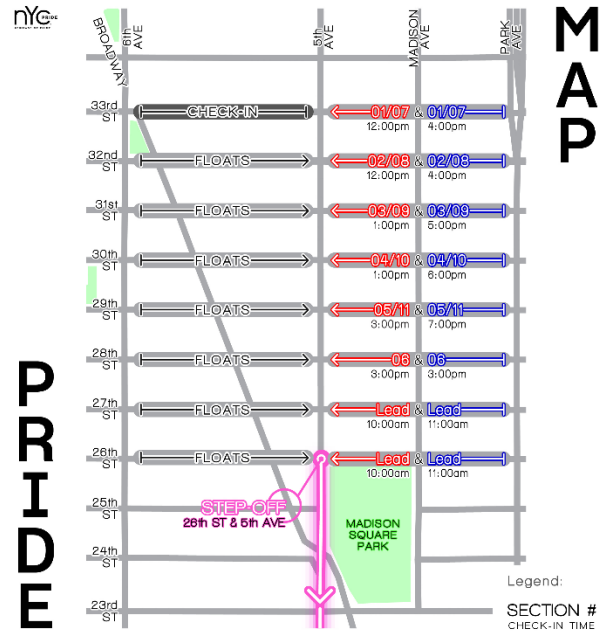
FORMATION – GROUP LEADERS

Check-In : 33rd between 5th Ave and Broadway
Floats : 26th-32nd between 5th Ave and 6th Ave
Marchers : 26th-33rd from 5th Ave to Park Ave



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MARCH JUNE 30, 2019

PLAN AHEAD + BE MINDFUL!

- **Wait time:** 1.5-2 hours
- **Plan ahead:** Provide essentials for you and your team
- **Portable restrooms:** Throughout Formation and Dispersal

- Keep everyone moving and prevent **GAPS!**
- NYPD will periodically stop the March to allow for pedestrians. Crosstown traffic will no longer be allowed.
- 6th Ave will be used for emergencies and for vehicles within the March

DISPERSAL

- End of the March is at 24th Street and 7th Ave
- Remove personal belongings from floats and vehicles starting at 19th Street
- Marchers on foot must separate from floats and vehicles
- People on the floats or in the vehicles must remain until it is properly parked
- Do not stop at dispersal or jump off the floats/vehicles
- For assistance, proceed to the Dispersal Assistance Tent which will be located at northwest corner of 25th Street and 7th Ave.



Floats and vehicles will disperse in a separate location than marchers!

FLOATS + MARCHERS

West



VEHICLES

East

REMEMBER: Groups can reconnect anywhere north of 29th Street

KIND AND HELPFUL HINTS!

- Wear comfortable shoes
- Weather appropriate clothes – Shorts are fine; check the weather forecast
- Small bag or fanny bag – avoid backpacks and handbags if you can
- Bottled water - Stay hydrated!
- Sunscreen
- Portable bathrooms are available at formation, throughout the route and at dispersal
- Have any problems? Look for group leaders or NYC Pride volunteers or managers
- See something, say something!

For any questions or concerns, please contact **Lorie DelMundo** at ldelmundo@kindsnacks.com from our KIND NYC Field Marketing Team.